

# FUNDRAISING FOR THE READER



# THANK YOU

As a charity, The Reader relies on the generosity of supporters like you to keep Shared Reading free and accessible for everyone. We're incredibly grateful that you've chosen to fundraise for us.

Your efforts will make a real difference—helping us recruit, train and support volunteers, provide essential resources for groups, and build and sustain partnerships that grow our network of Shared Reading groups across the UK.

To help you get started, we've created simple guidance on setting up your own online fundraising page, along with practical tips to support you throughout your fundraising journey.

## About Shared Reading

Shared Reading brings people together through stories and poems, creating welcoming spaces where people can connect, reflect, and feel less alone. In communities across the UK, The Reader's trained volunteers and facilitators lead free Shared Reading groups in libraries, community centres, hospitals, care homes, prisons, and online. These groups help people build confidence, improve wellbeing, and develop meaningful social connections through the shared experience of literature.

With loneliness and social isolation affecting millions of people, Shared Reading offers a simple but powerful way to support mental wellbeing and strengthen communities.

By supporting The Reader, donors help ensure that more people can access free, inclusive Shared Reading groups and experience the benefits of connection, conversation, and belonging.

Visit [www.thereader.org.uk](http://www.thereader.org.uk) to find out more.



click to watch a video about Shared Reading

# WHY CHOOSE THE READER

Fundraising for The Reader is a powerful way to help more people experience the life-changing benefits of Shared Reading. Every challenge, event, or creative idea helps us reach communities, reduce isolation, and bring people together to share stories and poems. Hear from some of our past fundraisers about what inspired them to get involved and the difference they helped make.

## **Sean Perry, Anglican Cathedral Abseil 2025**

“I could not have possibly had more fun whilst doing a fundraising event for The Reader than I had! I work at The Reader, and I also co-lead a Shared Reading group, so I get to see the direct impact of how the money raised is used, and the effect it has on so many people’s lives.

Hearing people talk about that impact themselves is really something, so when they were looking for somebody to Spider-Man down the side of the Anglican Cathedral, how could I not!? I got to look out across Liverpool from the side of the Cathedral with my partner, Ami, by my side, and then rappel down like we were performing an elaborate heist.

We got to spend a bit of time helping people fund some really good work, and spend an absurdly fun day with lots of interesting folk.

**So... I’m going to have to keep doing it every year!”**

## **Steph Pritchard, London Marathon 2026**

“Running the London Marathon on behalf of The Reader has been something really special! When I saw the opportunity to apply, I knew I had to go for it. The Reader and Calderstones Park mean so much to so many people, and over the past couple of years it’s become a bit of a sanctuary for me too—so being able to give something back felt amazing.

The support from The Reader throughout my training was incredible, especially Lisa, who was always on hand to answer my questions and was there on the day cheering me on. Knowing she was popping up around the course with encouragement (and drinks!) really helped keep me going.

**I’m so proud to have raised over £3,000 for such a wonderful charity, and I’ll be smiling about this day for a long time to come!”**



# FUNDRAISING IDEAS

**Whether you're taking on a sponsored challenge, hosting a bake sale, or organising a book-themed event, there's a fundraising idea for everyone. Here are some of our favourite Reader-inspired ways to raise funds and help bring the power of Shared Reading to more people.**

## **Challenge Events**

Take on a challenge and raise funds for The Reader. From sponsored runs and walks to abseils and skydives, we offer a range of organised events throughout the year. Have your own fundraising idea? We'd love to help bring it to life.

## **Book Swaps & Sales**

Turn your love of books into a fundraiser. Collect pre-loved books and host a sale or swap at your workplace, school, community venue, or local event. It's a simple way to raise funds while sharing the joy of reading.

## **Literature Quiz**

Put your literary knowledge to the test with a book-themed quiz for friends, family, or colleagues. Many local venues may provide space free of charge, making it an easy event to organise. Raise even more through refreshments, raffles, or by hosting your quiz online.

## **Book-Themed Events**

Get creative with a reading-inspired fundraiser. Host a We're Going on a Bear Hunt treasure hunt, a Mad Hatter's tea party, or an A Christmas Carol singalong. Add extra fundraising through games, refreshments, raffles, or donations.

## **Sponsored Read**

Challenge yourself to read aloud every day for a week, fortnight, or month. Share your favourite poems, stories, or extracts in person or online and invite people to sponsor your challenge. The Reader can help with a range of reading resources, including texts that are free to use.

## **Poetry Open Mic**

Host a poetry and spoken-word evening and invite local poets, writers, and readers to perform. Choose a theme, create a welcoming atmosphere, and ask for a suggested donation on entry. You can also raise additional funds through refreshments or a raffle.



# ONLINE FUNDRAISING

To help you get started, we've created simple guidance on setting up your own online fundraising page on Enthuse, along with practical tips to support you throughout your fundraising journey.



## Getting started:

**Before you get started, there are a few things you might want to think about first:**

- Why you've chosen to support The Reader – sharing your motivation helps inspire others to support your cause.
- How much you'd like to raise – it can be any amount, large or small; if you're unsure, our team can help guide you.
- A brief description of the activity you'll be doing, and why you've chosen it.
- A selection of photos to help bring your fundraising page to life.

**How to set up your Enthuse fundraising page for The Reader:**

1. Visit The Reader's fundraising page on Enthuse at [thereader.enthuse.com/profile](https://thereader.enthuse.com/profile)
2. Click "Start Fundraising".
3. Choose your fundraising type.
4. Sign in or create an Enthuse account.
5. Set up your page by adding a title, fundraising target, and details of your activity and why you're supporting The Reader.
6. Add photos and a short personal story to bring your page to life.
7. Review and publish your page.
8. Share your page with friends, family and colleagues to start fundraising.



# PERSONALISING YOUR FUNDRAISING PAGE

Personalising your fundraising page on Enthuse turns a general appeal into a clear, trust-building story that people can connect with. Sharing your personal motivation helps donors understand the cause, feel emotionally engaged, and trust their support will make a real difference. It also makes your page more memorable and easier to share, helping you reach more people and encourage ongoing support.

## Motivate your supporters

Start by making your page clear and personal. Explain who you are, what you're raising money for, and why it matters to you. Keep it simple and authentic—people tend to respond more to genuine stories than formal language.

Add a strong title that quickly communicates your cause, and use a short opening paragraph that answers:

- What are you fundraising for?
- Who or what will benefit?
- Why is this important to you?

## Writing your story

Your story is the most important part of the page. Aim for clarity rather than length.

Good structure:

- The cause: What issue or organisation are you supporting?
- Your connection: Why are you involved?
- Impact: What difference will donations make?

Try to be specific. For example, instead of “supporting a charity,” say what the charity actually does and who benefits.

## Keeping supporters updated

Post updates on your page as your campaign progresses.

You can:

- Thank donors
- Share milestones
- Update on progress toward your goal
- Show the real-world impact of donations

This helps maintain engagement and can encourage repeat donations.



# YOUR STORY

Your “Enthuse Story” is a great place to tell supporters who you are, what you’re fundraising for, and why you’ve chosen to support your chosen cause.

You can write your own story in your own words, or use the template below as a helpful starting point to get you going and make your page feel personal and engaging.



## Thanks for visiting my Enthuse page!

I’m fundraising for The Reader, the UK’s big Shared Reading charity. Every week, The Reader brings people together in community spaces, libraries, hospitals, care homes, and prisons to share stories and poems aloud, creating moments of connection, comfort, and belonging.

Shared Reading can make a real difference to people's lives. For many, it provides a safe and welcoming space to meet others, reduce feelings of loneliness, improve wellbeing, and discover the power of literature.

Your donation will help to recruit, train, and support volunteers, provide essential reading resources, and establish new Shared Reading groups in communities across the UK. Together, we can help ensure that more people have access to free, inclusive spaces where they can connect with others through the simple act of sharing a story.

Any support you can give—large or small—will help The Reader reach more people and continue transforming lives through Shared Reading. Thank you for your generosity.

I’ll be [insert details of your fundraising activities], so please follow my progress here for updates.

**Thank you so much for your support—it really makes a difference.**

Find out more about The Reader and Shared Reading at [thereader.org.uk](http://thereader.org.uk)



# CASH DONATIONS

## Paying in offline donations

Cash donations can be added to your Enthuse fundraising page by transferring the total amount yourself. First, pay the cash into your own bank account, then make a single online donation to your Enthuse page using your own debit or credit card.

Please make sure you do not tick the Gift Aid box for this donation, as Gift Aid can only be claimed on donations made directly by the original donor.

If you've used a sponsorship form, please send a copy to us by post or email so we can claim Gift Aid on eligible donations retrospectively. Gift Aid allows us to claim an extra 25p for every £1 donated, at no additional cost to your supporters.

## Other ways to donate:

If you would prefer to pay in your fundraising via cheque, please make it payable to The Reader Organisation. Please include your name and contact number on the back of the cheque so we can identify your donation and contact you if needed.

Cheques should be sent along with any sponsorship forms to:

FAO Lisa Brown

Development Manager

The Reader, Mansion House,

Calderstones Park, Liverpool, L18 3JB

If you prefer to pay in your funds in cash, please email [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk) to arrange a suitable time.



# GUIDELINES ON FUNDRAISING

**We're so grateful that you've chosen to fundraise for The Reader. To help ensure your fundraising is safe, responsible, and compliant, please be aware that there are some legal requirements and restrictions you'll need to follow.**



## **Lotteries and Raffles**

Raffles and prize draws are subject to strict legislation, so please ensure you check the relevant guidance and legal requirements before proceeding, as you may need a licence. For the most up-to-date information and advice, please refer to the Fundraising Regulator and the Gambling Commission at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

## **Collections**

If you are planning a public collection for The Reader (e.g. a street collection), you will need a licence from your local authority. For collections on private or managed property, you must obtain permission from the venue owner or manager.

Please allow plenty of time to secure any necessary licences, as processing times can vary.

All collection boxes must be clearly labelled with The Reader Organisation's name, address, and charity number, and must be securely sealed.

For the most up-to-date guidance on public collections, please refer to the Fundraising Regulator's website.

## **Insurance**

Please check whether insurance is required for your event. If you are hosting an activity involving the public, you will usually need public liability insurance. Your venue may already have cover in place, so it's always worth checking with them in advance.

## **Health and Safety**

If you are holding an event, you are responsible for putting appropriate health and safety measures in place, including completing any necessary risk assessments. Consider whether first aid provision may be required, and ensure you obtain any permissions needed from relevant authorities. Please note that The Reader cannot accept responsibility for your event, including any loss, damage, or personal injury arising from your fundraising activity.

## **Food and Alcohol**

If you are planning to sell or serve food, please follow the Food Standards Agency guidance on safe preparation, handling, and cooking at [food.gov.uk](http://food.gov.uk). If you are using a caterer, ensure they hold a valid food hygiene certificate and public liability insurance. If you are serving or selling alcohol, you may also need a licence from your local authority.

**For more information please contact [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk)**

## Publicity material

When promoting your fundraising (for example, on posters or other publicity materials), please use the wording “in aid of The Reader” and include our charity numbers: Registered Charity no. 1126806 (England and Wales), SC043054 (Scotland).

It’s important that donors clearly understand how their money will be used. You must make it clear if any of the funds raised will not be donated directly to The Reader.

## Handling Cash

If you have collected cash donations, please follow the Code of Fundraising Practice guidance for handling cash safely:

- Never leave unsecured cash unattended
- Wherever possible, ensure cash is counted and recorded by two unrelated people
- Store cash securely at all times and bank it as soon as possible

Once collected, you can donate the funds via our website at [www.thereader.org.uk/donate](http://www.thereader.org.uk/donate)

## Gift Aid

Gift Aid is a great way to maximise your fundraising, so it’s a good idea to encourage eligible donors to tick the Gift Aid box whenever possible. It allows us to increase the value of donations at no extra cost to the supporter.

However, Gift Aid can only be claimed on voluntary donations from UK taxpayers and cannot be applied to payments for tickets, raffle entries, or any other goods or services.

It also cannot be claimed on behalf of a group, and donations made by immediate family members are not eligible for Gift Aid. For more information about Gift Aid, please visit [www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid)

## Expenses

We’re sorry, but The Reader is unable to cover any fundraising expenses or associated costs incurred while raising money in aid of the charity.

## Under 18s

If any children are involved in your fundraising, please make sure that they have permission to do from their parent or guardian. Always make sure children are supervised by a responsible adult.

## More resources

We want you enjoy fundraising for The Reader, and for it to be as easy as possible! We’ve got lots of resources to help you on your fundraising journey including:

- Reader logos and photos
- Template posters or leaflets
- Sponsorship forms
- Gift aid forms for offline donations
- Advice on literature that is out of copyright and for use at public events.

If you would like to request resources or need any help, advice, or guidance with your fundraising, we’re here to support you. We’re happy to help with ideas, materials, or any questions you may have along the way.

## Please contact

[fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk)

